Nation's Business Index for 1931

A			moved werrow use northwell one was one on only and statement statements.		
^			On the Business BookshelfPeb., p. 78; Mar., p. 112; May,		12
short, Charles F.: Some Aspects of Price-CuttingJune,			June, p.140; July, p. 96; Sept,		
Misenturer of Industry; EditorialJan.,	p.	13	Oct., p. 85; Mov., p. 76; Dec. What I've Been Rending; by William FeatherJan., p. 57; Feb.	Pa	7
ADVERTISING			Mar., p. 80; April, p. 84; May, p. 84; June	p.	. 8
Advertise when it Helps; Editorial		100	July, p. 82; Aug., p. 85; Sept., p. 80; Oct., p. 78; Nov. Bradford, Ralph: Our Cities Arm to War on Unemployment	P.	8
for a Director of Distribution; Editorial	Do	15	Bradford, Ralph: Small Industry Still Has a Place		
On What Days do we Buy	P.	15	HRIDGES		
then Brands Face Falling Prices; by L.D.H.WeldJan.,	P.	35	Suiting Our Bridges to the Times; by Dr. D. B. SteinmanJune,		
my All the Mystery About Advertising? by Kenneth GrossbeckOct., "my" of Private Brands; by Willoughby M. McCormick		34	Bringing Job and Worker Together; by George E. Gill	Po	5
any or retires breaks, by attroughly as above attractions and	he	700	Britain Startles the World; Editorial	Po	E
Can Farmers and City Men Both Prosper? by T. N. CarverMar.,	n -	44	Britain's Business Plans a Way Out; by Paul H. HaywardAug., Brown, Arts I Make Money Being Hard-BoiledJune,		
Now Planning Helped a Farming CountyJan.,	p.	94	Brown, Arts Keeping Workers in a Wilderness		
Industry Behind your Garden; by Robert S. Lemmon			2017 D TM/8		
Teamwork Can Help Farm Credit; by Eric EnglundFeb.,			New Buildings Arrayed in Shining Armor; by Gerald WendtFeb.;	p.	2
(See also Cotton, Farm Relief, Fruit, Ranches, Rubber, Sugar, Wheat)			"X" in the Building Trade; EditorialJan.,	Po	1
Miding Debtors to Help Themselves; by Carl Goerch			BURRAUGHACY		
Mr Mail on a Mileage Basis; Editorial			Bureaucracy and Farm Banking; by Merle ThorpeAug.,	P.	4
Minist william writing Livering to pounts parliaments	P.s.	300	I'd Like to Got Mad But I Can't		
May Alexandria Sold the City Gas Plant; by Carroll PierceJan.,	n-	38	Socializing the Shoe String; by Paul McCreaJune,	P.	1
Alling, Morris E.: They Learn to Work While they Play	p.	90	Business Can Whip the Racketeer; by Bruce SmithApril,	p.	-
Imteurs in the Stock Market			BUSINESS CONDITIONS		
Marican Progress Depends on Minutes; by Charles M. RipleyMay,			Are you Playing for a Drawf Editorial by Merle ThorpeSept., Business is Afraid of the Truth; by Alvan T. Simonis		
ladress, Peter B.B.: New "Miniature" Makes Its Bow		111	Finis of 1930; EditorialFeb.,	P.	1
Another Small Grocer Survives! by William Boyd CraigApril, Inthracite Coal Has a New Grip on Life; by William A. McGarryMar.,			Good Times for Small Industry; Editorial		
			Mar., p. 66; Apr., p. 65; May, p. 65; June, p. 66; July,	P.	58
ABPREATION News of Organized Business; by Willard L. HammerJan.,	p.	83	Aug., p. 68; Sept. p. 65; Oct., p. 66; Nev., p. 68; Dec., Market Studies Mean Sales; Editorial	P.	81
Arctic Air Mail; by James Montagnes	p.	96	Measure of Leadership; Editorial by Merle Thorpe	p.	11
are Individual Debts a Good Thing? by Evans Clark		32	News of Organized Susiness; by Willard L. HammerJun., Putient Wants to Get Well; EditorialAug.,		
Are you Playing for a Draw? Editorial by Merle ThorpeSept.,	P.	11	Signs of Spring; Editorial by Merle Thorpe	Po	13
he Your Products Dressed Right?; by Raymond Willoughby	p.	37	Waiting for a Sign; Editorial by Merle ThorpeOct., What Wall Street Talks About; by Merryle Stanley RukeyserJune,		
ARTRONA			Where American Business Stood at Mid-years	p.	11
Plan that Made a State a Team; by H.E.O. Whitman	p.	33	Working for Better Times; Editorial	p.	11
to the Business World Wage; EditorialJan. p. 11; Feb.,	p.	11	(See also Business Record, Competition, Depression, Economics,	p.	. 84
Mar. p. 11; April, p. 13; May, p. 13; June, p. 13; July. Aug. p. 13; Sept., p. 13; Oct., p. 13; Nov., p. 13; Dec.,			Mergers, Panics, Plans, Progress, Prosperity, Stabilisation) Business Folk you have Read About	_	30
As to Revolving Funds; EditorialFeb.,	P.	14	Business Goes on RecordJune,		
Aunty San; by Lawrence SullivanAug.,	p.	41	Business Has Always Had its Ups and Downs; by John E. Rovensky July, Business is Afraid of the Truth; by Alvan T. Simonds	p.	34
AUTOMOTIVE INDUSTRY			Business Man's HealthMay,		124
Motor Industry Grows in CanadaJune, (See also Highways, Motor Transport, Traffic)	p.	150	Business Men Killed the Theater, by Fred E. DaytonAug.,	p.	94
			Business Plans Two Great MeetingsApril,	p.	41
Wintrom Air Mail on a Mileage Basis; Editorial	De	13	Since Last We MetJan., p. 18; Feb., p. 18; Mar.,	-	21
Arctic Air Mail; by James Montagnes	p.	96	Apr., p. 58; May, p. 74; June, p. 46; July,		
Autogiro Now Claims a Place; by H. E. Woods, Jr			Aug., p. 82; Sept, p. 56; Oct., p. 62; Mov., Business Scholarships	p.	60
Sail-plane's Place in Aviation; by Raymond WilloughbyApril,	p.	97	Business Views from 13 Lands; by Herbert CoreyJuly,	p.	43
Transporting Fish by Airplane; by James MontagnesSept.,	p.	112	Buyers Specify His Products; by Fred &. Shibley	p.	31
B			BUYING		
Maker, E. L.: New Things the Exporter Faces	De	64	Who Buys? You, Your Wife, or Both? by William Boyd CraigMay, Why One Man Buys Now; Editorial		
hat to our First Plans; Editorial	p.	13	may one and buyo most and out of the control of the	p.	2.4
met to our First Principles! by Hiram Bingham	p.	12	C		
	P. e	2.0	Can Farmers and City Men Both Prosper? by T. H. Carver	P.	44
Wirtues of a Capitalist; EditorialJuly,	n.	16	CAN OPERES		
Miance Wheel of World Credit; by Gates W. McGarrah	p.	23	Economics of Can Openers; EditorialApril.	p.	14
Midwin, J. M.: Banker Looks at Small Accounts	p.	21	Can Stockholders Get a Fair Deal? by Mark Wolff June,	p.	39
	p.	~4	CANADA		
Balance Wheel of World Credit: by Cates W. McGarrah		99	Canada's Mining Progress; by James MontagnesJune,	p.	96
	he	80	Canadian Business Takes Stock; by Kenneth J. McArdleNov., Keeping Workers in a Wilderness; by Art BrownJan.,	P.	117
MANES AND BANKING Manker Looks at Small Accounts; by W. M. BaldwinJan.,	-	42	Motor Industry Grows in Camada:	D.	150
Bureaucracy and Farm Banking; by Merle Thorpe			Capitalistic System of Wages; Editorial	P.	41
If I were a Main Street BankerJume, Unit Bank is Not Doomed; by Rome C. StephensonMar.,			Carlyle, Johns Villages are Dying and Who Cares?	Be	23
When a Business Man Turns Banker; by Charles S. PaullSept.,			Carver, T. N.: Can Farmers and City Men Both Prosper?	po.	44
(See also Bank for International Settlements; Federal				3.0	-
Reserve, Savings) hrher, A. B.: Making the Highway Safe for Traffic	p.	70	Governmental Bookkeeping; Editorial	10	2.4
mrmes, Julius H.: Twelve-Plank Platform for American BusinessNov.,	Po	15		3.0	2.5
Bliever in Honesty	De	96 21	CEMSUS OF DISTRIBUTION Fagures that do not Jibe; EditorialAug.,	-	24
Sir France I B . What Decumbe Furland to Her Vaces	10-	25		p.	. 41
Mehop, Warren: Rain of Plans	10	35	Chain Stores can be Good Citizens; by Ray DovellJune,	-	-
Moomfield's Cash Plan Still Torks: by John M. Henry	D.	130	Consumer Pays the Tax; EditorialJuly,	Pa	- 11
Num, J.S.: How to Give your Town Factory Appenl	p.	20	Memace or a Saving? Editorial	Po.	1.0
		20	"Chained" Money of Russia; by Col. Clarence T. StarrOct.,	P.	31
Let Covernment Pay and Pay; EditorialAprils Revision in Bonus Payments; EditorialAug.,	Pe	16	CHAMBERS OF COMMERCE, FOREIGN		
	-		Canadian: Canadian Business Takes Stock; by Kenneth J.McArdle.Nov.,	Do	117

Does the

Marking Marking May Mor

EAVENSON Mar

ECONOMIC Ger Son

Economic Economic Economic Economic Economic Economic Economic Economic Economic

EDUCATIO Bus Exp Mil

Les (Se Efficien

ELECTRIC Eco Lig Lon 1,100 Wo

Exployment Sri Carr Carr Carr Carr Engg For For Giv Hel How New New New New New New Cur Pla: Pla: Proi Soli Stal Thee Tarr Unsu Erri Wor! Ind to Hel Ingland', Equilizand, Equ

ITHICS OF IS I (See Experimen

FACTORY I How Plan

FAIRS
Step
Faith-ear

FALLACIES Fall Fall Fall

CHAMBER OF COMMERCE, INTERNATIONAL Business Plans Two Great Meetings	De	47	When Selling Regains its Courage; New Courage for Sales-		
Business Views from 13 Lands; by Herbert CoreyJuly,	p.	43	manship; by John D. Blaine		
Clinic for the World's Business; by R. C. WilloughbyJuly, International Agreement; EditorialJuly,			Through the Editor's Specs	p.	161
International Chamber of Commerce NewsJanes			COMMUNIT ON NATION'S BUSINESS, GENERAL		
CMAMBERS OF COMMERCE, LOCAL			Through the Editor's SpecsJan. pp. 124. Feb., p. 146; Mar. pp	180-	127
Baltimore; NewsJan., Camden; NewsJan.,	P.	83	Yours Received and Contents Noted Dec.,	p.	44
Covingtons Wasa Planning Ahead Wins and Industry; by B. C.			COMMERCE DEPARTMENT		
Grand Haven, Mich.: HoweJan.,			Government Santa Claus; BiitorialPeb.,	P+	12
Hamilton, O. & They Sold No Apples in Hamilton; by John Kaylor			COMMODITY EXCHANGE		
Rockuk, Lowes Keckuk Merchants Hold Transportation ParadeNov.,			What Eind of Selling is Wrong; EditorialSept., Common Sense in Legislature; Editorial	P+	15
Milwakee, Wis.: NewsJan.,				P.e	14
Nuskegon, Michigan, Chamber of Commercet NewsJan., New Orleans NewsJan.,			Competition of Change; Editorial	n.	14
Quincy, Ill.: NewsFeb., San Francisco: Pacific Business Men to MoetApril,			Spanish Lesson Not Needed; Editorial	D.	16
Dt. Louis, No.: Nove	P=	103	Your Business Faces Three Competitions; by Marsh K. PowersJune,	P.	24
Sioux Citys NewsJan., Uticas NewsJan.,			CONGRESS		
	2.0	-	As to Revolving Funds; EditorialFeb., Fear Helps Minorities Make Our Laws; by George Holden TinkhamAug.,	p.	38
CHANDER OF COMMERCE, MATIONAL Business Plans Two Great Meetings	De	47	Oratitude to Congress; Editorial	p.	16
How Business Builds its Platforms by Robert SmithJune,	p.	27	(See also Legislation Affecting Business, Lobbying)	P.	17
Interest and Criticism; EditorialFeb.,			CONSTRUCTO		
Not Ruled by the Few; RditerialJune,	p.	13	Back to our First Principles! by Hiram Bingham	P.	64
Pulling Rabbits out of the Mat; Editorial by Merle ThorpeJune,	p.	11	Economic Freedom's Menace; by Fred W. SargentJuly, Constructive Suggestions; EditorialJune,	p.	27
CHANGER OF COMMERCE, MATIONAL, DEPARTMENTAL ACTIVITIES		-	Consumer Looks at Retailers; by R. Carl Moorehiny,	D.	76
Civic Development: HewsJan., Domestic Distribution: NewsJan.,			Consumer Pays the Tax; EditorialJuly,	- p+	13
Resolutions and Reference Business Goes on RecordJune,	p.	29	CONSUMPTION		
Resolutions and References Vote on Water Power; EditorialFeb.,			Synthetic Consumption; Editorial	P.	11
CHAMBERS OF COMMERCE, STATE			CONVENTIONS		
Connecticuts NewsJan.,			Where Business Will MeetJan., p. 80; Feb., p. 103; Mar., April, p. 70; May, p.156; June, p. 156; July,	P.	103
New Yorks Which was the First Chamber? EditorialApril,	p.	15	Sept., p.122; Oct., p.118; Nov., p. 108; Dec.,	D.	96
CHANCE			Converting Waste into Net Profits; by Edwin P. Morwood	p.	14
Change on the Dining Table; Editorial			Coonts, John L.s Replacing Blighted Chestnut Trees	P. 1	141
Competition of Change; Editorial			Corey, Herbert: Business Views from 13 LandsJuly, Corey, Herbert: 1,100 Workers Pursue AccuracyJune,		
He Met Changing Times with Changed Methods; by Carter H. HollandNov.,	D.	86	Corey, Herbert: Lighting New York Tomorrow	p.	21
Keeping Step with Business Changes; by Edwin C. Hill	p,	39	Corey, Herbert: Man in the Blue Serge SuitDec., Corey, Herbert: Solving the Unemployment Riddle	P.	17
Machine's New Threats to Music; by Raymond F. TatesAug., New Ideas Open an Orange Market; by Charles G. MullerMay,			Corey, Herbert: Tax Dollars Can Buy Full ValueSept.,		33
New Things the Chemists Offer; by H. E. HoweJuly,	p.	47	COTTON		
No Business Can Escape ChangeApril, p. 51; May, June, p. 31; July, p. 50; Aug.,	P.	54 88	Government Santa Claus; Editorial	P.	12
Sept., p. 26; Oct., p. 64; Nov., p. 28; Dec.,	P.	38	"Tangled Web we Weave"; Editorial	P.	14
Prosperity in the Making; Editorial by Marle ThorpeAug., These New Ideas Promise a New Prosperity; by Raymond	p.	11	Country of Small Business; EditorialSept., Cowdrick, Edwards Labor Management in DepressionJune,		
Willoughby Aug.,			Graig, William Boyd: Another Small Grocer Survives!April,	P. 3	107
Changing Maps with Tank Cars; by Lester N. SeligSept.,	p.	28	Craig, William Boyds How Leaders Met the Labor Crisis		
CHARITY	-	13		,	
Let Charity Stay at Home; EditorialSept., Chase, H. Van R.: Cities Must Give Railroads a Fair BreakApril,			Aiding Debtors to Help Themselves; by Carl Goerch Var.,	Da	138
CHEMISTRY			Are Individual Debts a Good Thing? by Evans Clark May,	p.	21
Coal, Fuel or Raw Material? EditorialJune,			Balance Wheel of World Credit; by Gates W. McGarrahMar., Credit Groups a New Technique; by Raymond HoughFeb.,	p.	116
Cherington, Paul T.: No Money in Selling Too MuchApril,	p.	31	Easy Money and Cheap Money; Editorial	Do	15
CHESTNUTS			Faithand Works; Editorial by Merle Thorpe		13
Replacing Blighted Chesnut Trees			Teamwork Can Help Farm Credit; by Eric EnglundFeb.,		
			(See also Loans) Crockett, Albert 5.: Why Americans Leave Home	p.	43
Chinese Mail Needs Chinese Stamps; by J. B. PowellMar.,	p.	141	Cure for Prosperity; Editorial		
Chinese HonestyJuly,	P.	72	Cycle of History; EditorialJan.,		
Christmas Can Furnish Employment; EditorialDec.,	p.	15			
CIRCUSES	_	15	U		1
Market Studies Mean Sales; EditorialAug., Cities Must Give Railroads a Fair Break; by H. Van R. ChaseApril,			Danger! Men at Work; Editorial by Merle Thorpe		31
CIVIC DEVELOPMENT			Davis, Clyde B.: Wake of the Ten-Cent ItemApril,	p.	88
Chain Stores Can Be Good Citizens; by Ray DovellJune,			Dawson, Joseph Martin: Cattle Range Goes Modern		96
Cities Must Give Railroads a Fair Break; by H. Van R. ChaseApril, How to Give your Town Factory Appeal; by J. S. BlueSept.,			Dead Hand Holds Russia Back; by Col. Clarence T. Starr Aug.,	P.	25
Villages are Dying-and Who Cares? by John CarlyleJan.,			Defending the VillageApril, Democracy on Trial; Editorial by Merle ThorpeMay,		
(See also Health, Population) Clark, Evans: Are Individual Debts a Good Thing?	D.	21	Democracy Triumphant; EditorialDec.	p.	11
Clinic for the World's Business; by R. C. WilloughbyJuly,			DEPRESSION		11
COAL			Had Year for Prophets; EditorialFeb.,		13
Anthracite Coal Has a New Grip on Life; by William A. McGarryMar.,		26	Danger! Men at Work; Editorial by Merle ThorpeFeb., Depression, Mother of Opportunity; by Edward S. JordanDec.,		46
Coal, Fuel or Raw Material? EditorialJune, Cogswell, A. C.: Something New in Shopping CentersJune,			From the Daily Mail; Editorial	P.	
Collins, F. A.: Stepping-Stone to World TradeFeb.,			Measure of Leadership; Editorial by Merle Thorpe	p.	11
COLOR			Modernizing PlantsAug.,	p.	61
Color is Coming in Men's WearJuly,		67	Not a Time for Discouragement; Editorial	p.	10
Come-Back or Bring-Back? Editorial by Merle ThorpeJuly,	p.	11	Plans that Whipped Depression; by William A. McGarryJan., Psychology of Depression; EditorialJan.,	p.	15
COMMENT ON NATION'S BUSINESS			Same Spooks Haunt Every Panic; by John W. LoveDec.,	p.	31
Canada's Wheat Pool Faces a Crisis; by James E. Boyle; Through the Editor's Specs	De	146	Waiting for a Sign; Editorial by Merle Thorpe	p.	11
Cheap Silver Means Reduced World Buying Power; by John Hays			World Depends on America; by Leo PasvolskyApril, (See also Panics)	p.	
Hammond; Through the Editor's Specs			DETROIT BUSINESS PIONEERS		
Through the Editor's Specs			6000 Years of Business Experience; by Willard L. Hammer		
Our Bailroads in the Next Ten Years; by Claude R. Porter;			Disaster Relief is Good Business; by Wellington Brink	p.	51
Through the Mditor's Specs	p.	159	DESTRIBUTION		
Through the Editor's SpecsFeb.,			Are Your Products Dressed Right? by Raymond WilloughbyNov., Economics of Imagination; by Edward S. JordanOct.,	8.0	4
Villages are Dying and Who Cares? Defending the Village April,			He Met Changing Times with Changed Methods; by Carter H. Holland, Nov,	200	86

. 80 . 161

6-127 0-161 • 44

- 12

• 14 • 16 • 24

• 14 • 38 • 16 • 17

. 64 . 27 . 16 . 76 . 13

• 11

0. 152 0. 101 0. 96 0. 42 0. 14 0. 141 0. 43 0. 35 0. 21 0. 21 0. 37

p. 12 p. 16 p. 14 p. 16 p. 32 p. 107 p. 15 p. 35

P. 136
P. 21
P. 23
P. 116
P. 15
P. 9
P. 13
P. 36
P. 43
P. 14
P. 13
P. 11

p. 9 p. 31 p. 86 p. 82 p. 96 p. 25 p. 74 p. 11 p. 13

p. 13 p. 9 p. 46 p. 13 p. 13 p. 11 p. 60 p. 15 p. 14 p. 14 p. 13 p. 11 p. 31 p. 11 p. 46

p. 101 p. 51

p. 35 p. 41 p. 86

Merchant's Long Look Ahead; by John H. Heiney				Callery of Popular Pallacies	p.	3
No Money in Selling too Much; by Paul T. CheringtonApril, Our Next Job is to Learn to Sell; by Edward S. JordanSept.,		23		Scientific Business Heeded; Editorial	D.	1
Overselling the Public; EditorialJume, Two Phases of Price Cutting; Editorial	p.	14	6	PARL RELIEF	200	
Then Brands Face Falling Prices; by L. D. H. WeldJan.,	p.	3;	5	Equalization and Debenture; Editorial	p.	13
"my" of Private Brands; by Willoughby M. McCormickMay, (See also Advertising, Buying, Commodity Exchanges, Com-	p.	150	3	Help Forced on the Farmer; Editorial	p.	1
sumption, Fairs, International Trade, Prices, Retail Selling, Salesmanship, Wholesaling)				Let Game Birds End Farm Depression; by Joseph P. KnappFeb.,	p.	6
Does the State Owe us a Living? EditorialOct.,	p.	13	3	Real Relief by the Railroads; EditorialAmy, Fashion Knows Where She is Going; by Paul H. NystromApril,	p.	4
DOLE				Fear Helps Minorities Make Cur Laws; by George Holden TinkhamAug., Feather, Williams What I've Been Reading		
Does the State Owe us a Living? Editorial		23		Feb., p. 80; Mar., p. 80; April, p. 84; May, p. 84; June,	p.	8
Paying the Bill for Doles; EditorialSept.,	p.	14	6	July, p. 82; Aug., p. 85; Sept., p. 80; Oct, p. 78; Nov.,	Pe	0
Don't Worry about the Five-Year Plan; by Col. Clarence T. StarrJuly, Dovell, Bay: Chain Stores Can be Good CitizensJune,	p.	71	8	FEDERAL FARM BOARD Farm Board Calls a Halt; Editorial	p.	1
Merch committee and a second committee and a	p.	50		High Cost Wheat Growers; EditorialJune,		
Dann. Charles: If the Public Quit Buying Latest Models, CartoonJuly,	F.	1:		FEDERAL POWER COUNTSSION		
Dunn, Charles R.: One Overhead Expense a Business Can't ControlMay, Dunn, Charles: Popular Fallacies of BusinessDec.,	p.	34		Trespassing on States Rights; Editorial	g.s.	10
F				FEDERAL REMERVE Some Ideas of Business Statesmen; Editorial	n.	31
Barly Industrial CaptainDec.,	n-	64	0	To Mationalize all Banks; Editorial		
Barding a Salary in Six Figures; by Edward HungerfordApril,	p.	3	7	FEDERAL TRADE COMMISSION		
Basy Money and Cheap Money; EditorialMay,	P.	1	5	'Ware Friendly Uncle Sam; EditorialSept., Ferment of Population; Editorial		
EAVENSON, ALBAN	D-	2	Y	Festivities in America, Too; Editorial	Pa	1
Han in the Blue Serge Suit; by Herbert CoreyDec.,	he	0.		Fower Counties to Save Money; Editorial	P.	L
General Staff for Industry? Editorial				PILES		
Some Ideas of Business Statesmen; Editorial				Drowned Under Files; Mitorialliars;	p.	1
BCONOMICS				FINANCE		
Economics of Einstein; EditorialApril, Pulling Rabbits out of the Hat; Editorial by Merle ThorpeJune,	Po	1	1	Financial Unemployment; Editorial	Pe	201
Economic Freedom's Menace; by Fred W. SargentJuly, Economics of Can Openers; Editorial	P.	2		Two Views on Surpluses; Editorial	p.	1
Economics of Imagination; by Edward S. JordanOct.,	Po	4	2	What Wall Street is Talking About; by Merryle Stanley RukeyserJan, Feb., p. 139; Mar., p. 143; April, p. 145; May, p. 145; June,	p.	143
Economies of a Grandfather; Editorial	p.	1		July; p. 105; Aug., p. 105; Sept., p. 117; Oct, p. 117; Move,		
Editorial by Howard Heins; EditorialJan.,	Po	1	4	Financial Unemployment; Editorial	p.	1
EDUCATION			79	First Reaperslars	pe	191
Business ScholarshipsBec., Experiment in Business TrainingSept.,	Pe	6		Fisher, Wilton: Trucks Don't Worry This Railroad	p.	12
Milestone in American BusinessJuly,	p.	7	6	FLOCOS Progress of Flood Control; by Paul H. HaywardAug.,		963
EFFICIENCY	_	1			he	9
Lesson from Adversity; Editorial				Panacea of Thick Sandwichee; EditorialJuly,	p.	1
Efficiency in Drought Relief; EditorialApril,	p.	1	4	Saving on Family Food		
Economy in Electricity; EditorialNov.,		1	4	(See also Meat)		
Lighting New York Tomorrow; by Herbert CoreyNov.,	P.	2	1	For a Director of Distribution; Editorial	Po	1
Long Road to Modern Comfort; by John W. HammondNov., p. 42; Dec., 1,100 Workers Pursue Accuracy; by Herbert CoreyJune,				FORECASTING Bad Year for Prophets; EditorialFeb.,	n.	73
RELONGET				Business is Afraid of the Truth; by Alvan T. SimondsApril,	Pe	2
Bringing Job and Worker Together; by George E. GillFeb.,				Foreign Picture; EditorialJuly,	p.	1
Christmas can Furnish Employment; EditorialDec., England's Unemployment Bloc; by Sir Ernest J. P. Benn	p.			Tree Farmer gets a Chance; by W. B. Greeley	De	4
Foreign Picture; EditorialJuly, Forewarned, Forearmed; EditorialSept.,				Forewarned, Forearmed; Editorial		
Give Work: Not a Dole: Editorial	P.	1 3		FREDONIA		
Helping the Man and the City, Too; by William H. BookSept., How Leaders Met the Labor Crisis; by William Boyd CraigFeb.,	Pe	1	.5	Three Cities Beat Unemployment	p.	5
New Duty of Government: EditorialOct., New England is Heard from; EditorialSept.,				FREIGHT Changing Maps with Tank Cars; by Lester H. Selig		6
NewsFeb.s Our Cities Arm to War on Unemployment; by Ralph BradfordNov.s	p.	10)3	Who Needs Traffic Management? by Richard Waterman	De	5
Our Respects to Senator Cousens; Editorial	Pe	1	13	Freight-Rate Issue; by Richard Waterman	De	1
Flanning Business Stability	p.	10	14	From the Daily Mail; Editorial	P.	1
Flight of the Dole; EditorialFeb., Problems in Insurance; EditorialJune,	Pe	1	.3	FRUIT		
Relief for Unemployment; Editorial	p.	1	14	New Ideas Open an Orange Market; by Charles G. Muller	Pa	100
Solving the Unemployment Riddle; by Herbert CoreyApril, Stabilizing EmploymentOct.,	P.	12	29	G		
They Sold No Apples in Hamilton; by John Kaylor NorthwayJuly, Three Cities Beat UnemploymentDec.,				Gallery of Popular Fallacies	p.	3
Unemployment that's Heard from; EditorialJanes	P.	1	.2	Gasoline Frepares for Tomorrow; by Harrison E. Hows	p.	3
Warning: Quack Remedies Ahead: Editorial by Merle ThorpeMar., We Keep Gray Heads on the Job; by William B. ManroeMar.,			9	General Staff for Industry? Editorial	P.	13
World Wars on Unemployment; by Faul McCreaJuly,	p.	4	13	Giles, Mays Give Little Successes a Chance	p.	6
England's Unemployment Bloc; by Sir Ernest J. P. BennOct.,	Po	2	31	Give Little Successes a Chance; by Ray Giles	De	6
Equalization and Debenture; Editorial				Give Work; Not a Dole; Editorial	De De	13
THICS OF BUSINESS				GOLD		
Is Business Piracy? EditorialApril,	p.	1	L3	Britain Startles the World; Editorial	p.	1
(See also Honesty, Rackets) Experiment in Business Training	p.	6	52	Making History; Editorial	0.	1
				Goodnow, Marc N.: Small Town Merchant Can SurviveDec.	P.	2
FACTORY LOCATION				Gopher Prairie Please Copy; EditorialJune,	p.	1
How to Give Your Town Factory Appeal; by J. S. ElueSept.,				GOVERNMENT AND BUSINESS Socialism American Style; by Bernard MullaneyApros	D -	3
Planning Ahead Wins an Industry; by B. C. Moomaw, Jr				(See also Bureaucracy, Economic Council, Government in Business, Government Ownership, Patermalism)	200	0
Stennings Stone to Hould Smade: by F A Collins			58			
Stepping Stone to World Trade; by F. A. Collins	P.		9	GOVERNMENT IN BUSINESS As Government Helps Business; EditorialJune,	D.	1
FALLACIES				Democracy on Trial; Editorial by Merle Thorpe	0.	1
Fallacies; by Raymond Willoughby	pe	1	17	Governmental Bookkeeping; EditorialAuril.	10 m	3
Fallacy in Dublishings Postervial	Pa	1	15	King Log or King Stork? Editorial	Pe	1

MASS PR May, Ba McCormi McCrea, McCarry McGarry McGarry McGarry McGarry McGarry McGarry McGarry McGarry

MEAT Wenaco Merchan

MERCHAN *1 MERGERS He

MILESTAL No. Milesto Militar Miller

Moderni Moderni Moderni Montagn Montagn Moomaw Moore, More an Morrill Morris,

MOTION Notor

MOTOR 1
Si
Th
Nove to
Mullane
Muller

MMICI Munros Murphe

MUSCLE M

HACOS,
NACOS I
New Bui
New Con
New Con
New Con
New Eng
New Ide
New Ide
New Thi

NORTH |

Lobby we all Supportlky, Place for Monuses; Editoriallky,	p.	17	ROUSTRIAL PROGRESS Economics of Imagination; by Edward S. Jordan	P- 1	01
Printers' Case against Uncle Sam; by R. B. Howard	p.	13	Revolution in Ways to Live; Editorial	Po 1	27
Selling a Public Liability for a Cash Consideration		13	Today's Challenge to Business Men; by William KixmillerOct.,	p. 1	17
Vote on Unter Power; Bittorial	p.	13	Editorial by Howard Heins; Editorial		3
How not to Operate the Telephone; by W. O. Inglis		62	How to Divide the Surplus? Editorial	Po 1	13
I'd Like to Get Mid-But I Can't	p.	39	Keeping Workers in a Wilderness; by Art BrownJan.,	De 6	44
Government Santa Claus; Editorial		12	Labor Management in Depression; by Edward S. CowdrickJune, (See also Employment, Pensions Salary, Wages)	P. 3	13
Graham, R. H Grean Flights Point a Style MoralJan.,	p.	31	INDUSTRY		
GRAND RAPIDS		6.07	Small Industry Still Has a Place; by Halph BradfordApril, Industry Behind Your Garden; by Robert S. Lemmon		
Three Cities Bent Unemployment		16	Industry Keeps Its Workers; EditorialFeb.,	De 1	13
GREAT SRITAIN			Inglis, William; Soung Investments in Play		
Britain's Business Flams a Way Out; by Paul H. HaywardAug., Democracy Triumphant; Mitorfal		111	INSURANCE		
Listening to Business at Last; Mittorial	P.	14	Guarding Your Business from Death; by C. Alison ScullyOct., Plight of the Dole; EditorialFeb.,	P. 11	12
What Brought England to her Knees; by Sir Ernest J.P.BennDec.,		25	Problems in Insurance; EditorialJune.	D. 1	34
Greeley, W. B.: Tree Farmer Gets a Chance		48	Protecting Assets you Can't Insure; by Franklin H. WentworthSept, To Utopia by Lawmaking; EditorialJan.,	D. 1	13
Mar., p. 66; Apr., p. 65; May, p. 65; June, p. 66; July, Aug., p. 68; Mept, p. 65; Oct, p. 66; Mov, p. 68; Dec.,		55 85	Wast Task of Insurance; EditorialFeb., World Wars on Unemployment; by Paul McCreaSept.,	P. 1	14
Groesbeck, Kenneths Why All the Mystery About AdvertisingOct., Guarding Your Business from Death; by C. Alison ScullyOct.,	p.		Interest and Criticism; EditorialJune, International Agreement; EditorialJuly,	De 1	13
E E	p.	114		P.	100
н			Help for International Trade; EditorialJuly,		
Hammer, Willard L.: News of Organized BusinessJan. p. 80; Feb., Hammer, Willard L.: 6000 Years of Business Experience	P.	103	New Things the Exporter Faces; by E. L. BacherOct., Return to Barter; Editorial	P. 1	14
Hammond, John W.: Long Road to Modern Comfort	Pe	39	Stepping-Stone to World Trade; by F. A. CollinsFeb., World Depends on America; by Leo Pasvolsky	p.	58
Hawkins, Horval A.s Way BackJuly,	p.	17	INTERSTATE COMMERCE COMMISSION	P.	10
Hayward, Paul H.s Britain's Business Plans a Way Out	p.	48	Our Railroads in the Next Ten Years; by Clause R. PorterJan.,		
Hayward, Paul H.: Topics from the Trade PressFeb., p. 108; Mar., He Not Changing Times with Changed Methods; by Carter H. HollandNov.,		98	Plight of the Railways; Editorial		
HEALTH	,		Inventory at 40Aug.,		
Business Man's Healthlky,			INVESTMENT TRUSTS		
Heiney, John H. & Merchant's Long Look Abend	Pe Pe	76 98	What Wall Street is Talking About; by Merryle Stanley Rukeyser. April, May, p. 147; June,	p. 1	45
Help for International Trade; EditorialJuly, Help for Railroads and Business; EditorialFeb.,	p.	14	Is Business Piracy? Editorial	Pe :	13
Help Forced on the Farmer; Editorial	Pe	15			
Helping the Man and the City, Too; by William H. BookSept., Henry Ford's Farm Relief; EditorialOct.,	p.		ZAPAN .		
Henry, John M. & Bloomfield's Cash Flan Still Works			How not to Operate the Telephone; by W. O. Inglis		
HIGGINS, CHARLES M.			Jewels and Noble Metals in Overalls; by John Drake		
Nam Who Saved an Industry; by Willis J. BallingerApril, High Cost of Government; EditorialDec.,		21	Jordan, Edward 5.: Advertising and Its Tomorrow		
High Cost Wheat Growers; EditorialJuhe,	P+	14	Jordan, Edward S.: Depression, Mother of Opportunity	p.	46
Higher Taxes and Unemployment; EditorialJan.,	p.	12		P.	"
Making the Highway Safe for Traffics by A. B. BarberMar.,	p.	70	JUNIOR ACHIEVEMENT INC. They Learn to Work While They PlayJan.,	p.	90
Hill, Edwin C; Keeping Step with Business Changes	p.	39	. K		
Cycle of History; EditorialJan.,		11	Keeping Step with Business Changes; by Edwin C. Hill	n.	39
Making History; Editorial			Keeping Workers in a Wilderness; by Art BrownJan.,	p.	44
HOBBIES			Kelly, Fred C.: Majority is Always Wrong in the MarketFeb., Keckuk Merchants Hold Transportation ParadeNov.,		
Industry Behind Your Garden; by Robert S. LemmonMar., Sound Investments in Play; by William InglisSept.,		45	Kile, O. M.: Science Pays Profits on this Farm	p.	94
Hodges, Curtis: New Rival for the HailroadsFeb., Hodges, Curtis: Why the Post Office Loses Money	p.	33 43	King, Lawrence C.: Railroads Go Air-Winded	P.	29 15
Holland, Carter H. & He Met Changing Times with Changed MethodsNov.,		86	Kixmiller, William. & Today's Challenge to Business MenOct.,	p.	27
HOMESTY			Knapp, Joseph P.: Let Game Birds End Farm DepressionFeb.; Kulas, E. J.: Let's Talk Frankly About Wages		
Believer in HonestyFeb., Hough, Raymond: Credit Groupsa New TechniqueFeb.,		96	L		-1
Howing, Walters Retailing Needs Better BrainsAug., How Business Builds its Platforn; by Robert SmithJune,	Pe	33	Labor Management in Depression; by Edward S. CowdrickJune,		
How Leaders Not the Labor Crisis; by William Boyd Craig	Po	15	Lazarus, Fred. Jr.: Retailing Plans we Need		
How Not to Operate the Telephone; by W. O. Inglis		62	LEGISLATION AFFECTING BUSINESS		12
How Planning Helped a Farming County; by Charles J. KingJan., How Shall Directors be Chosen? by Malcolm C. RortyFeb.,		94 23	Common Sense in Legislature; Editorial		
How to Divide the Surplus? EditorialJan., How to Give Your Town Factory Appeal; by J. S. BlueSept.,	p.	13	(See also Sherman Act) Lemmon, Robert S.: Industry Behind Your Garden	p.	52
Howard, R. B.: Frinters' Case Against Uncle Sam	p.	142	Less Government in Business; Editorial	P.	14
Howe, Harrison E.: Gasoline Prepares for TomorrowJuly, Howe, H. E.: New Things the Chemists OfferJuly,	p.	35 47	Let Charity Stay at Home; EditorialSept.,		ונ
Hungerford, Edward: Earning a Salary in Six FiguresApril,	p.	37	Let Game Birds End Farm Depression; by Joseph P. KnappFeb., Let Government Pay and Pay; EditorialApril,	J. o.	13
HUNTING Let Came Birds End Farm Depression; by Joseph P. KnappFeb.,	10.0	60	Let's Don't Speak of Wages; EditorialFeb., Let's Talk Frankly about Wages; by E. J. KulasOct.,	p.	24
a selection of the sele	he	20	Lighting New York Temorrow; by Herbert Corey	p.	31
		-	Listening to Business at Last; Editorial		
I'd like to Get MmdBut I Can't	Pe	39 58	LOANS		-
If I were a Main Street BankerJune, If the Public Quit Buying Latest Models; Cartoon by Charles DunnJuly,	Po	119	Are Individual Debts a Good Thing? by Evans Clark	. p.	4
Ilg, Ray A.s Making Directors Part of the Sales Force	P.	32	LOBBYING Fear Helps Minorities Make Our Laws; by George Holden TinkhamAug,	p.	31
In the Days Before the Depression; by Chet Shafer	p.	41	Lobby We All Support	p.	11 31
Physicians' Incomes	De	110	Long Road to Modern Comfort; by John W. HammondNov., p. 42; Dec, Look to Your Working Capital; by Fred W. Shibley		21
(See also Profits)			14		
INDIVIDUALISM		0.7	MACHINERY		1
American Individualism Triumphant; by John Spargo	Pe	11	Heritage of the Machine; by W. H. Rastall	p.	4
Industrial Conference	p.	101	(See also Mass Production, Overproduction)		

P- 42 P- 27 P- 15 P- 27

P• 14 P• 13 P• 13 P• 44 P• 32

P. 40 P. 52 P. 13 P. 45 P. 44

P- 118
P- 13
P- 14
P- 42
P- 13
P- 14
P- 43
P- 13
P- 14
P- 14
P- 14
P- 16
P- 16
P- 16
P- 16
P- 16

p. 20 p. 14 p. 128 p. 94

p. 148 p. 145 p. 13 p. 13

p. 62 p. 56 p. 27 p. 100 p. 42 p. 46 p. 23

p. 10 p. 44 p. 20 p. 111 p. 88 p. 94 p. 15 p. 15 p. 27 p. 60 p. 24

p. 31 p. 21

p. 13
p. 16
p. 16
p. 16
p. 16
p. 16
p. 16
p. 18
p. 18
p. 18
p. 24
p. 21
p. 31
p. 31
p. 11

.p. 2

p. 31 p. 11 p. 31 p. 21

Muchine's New Threats to Music; by Raymond F. YatesAug., mjority is Always Wrong in the Market; by Fred C. KellyFeb.,		93	Horthway, John Eaylor: They Sold No Apples in Hemilton		31
ming Business Help Ifself; EditorialApril;	p.	16	Not a Time for Discouragement; Editorial		15
mking Directors Part of the Sales Force; by Rmy A. IlgJune,	p.	32 92	Now Comes the Butcher Shop Without a Butcher; by Don SamsonApril,	P.	50
mking History; Editorial	P.	13	Nystron, Paul H.: Fashion Knows Where She is Going	P.	40
man is the Blue Serge Suit; by Herbert Corey	p.	21	0		
men Who Saved an Industry; by Willis J. BallingerApril,	P.	21	Ocean Flights Point a Style Moral; by R. H. GrahamJame,	p.	31
Country of Small Business; Editorial	p.	16	OIL.		
Faithand Works; Editorial by Merle ThorpeJan., How Shall Directors be Chosen? by Malcolm C. RortyFeb.,		9 23	Man Who Saved an Industry; by Willis J. BallingerApril; On Politics in Railroads; EditorialJume;		
Labor Management in Depression; by Edward S. CowdrickJune,	p.	32	On the Business BookshelfFeb., p. 78; Mar., p. 112; May,	Po	120
Look to your Working Capital; by Fred W. ShibleyMay, Plans that Whipped Depression; by William A. McCarryJan.,	p.	27 15	June, pol40; July, p. 96; Sept, Oct., p. 85; Nov., p. 76; Dec,	p.	75
Putting Workers' Ideas to Work; by William E. OwenOct., What Kind of Boss Are You?Aug.,	p.	48	On What Days Do we Buy? Editorial	P.	15
Mar., p. 66; Apr., p. 65; May, p. 65; June, p. 66; July,	p.	66 55	R. Dunn.oalinys	P.	15
Aug., p. 58; Sept, p. 65; Oct, p. 66; Nov., p. 68; Dec.,	p.	85	ORGANIZATION		101
mrket Studies Mean Sales; EditorialAugo,	p.	15	6000 Years of Business Experience; by Willard L. HummerDoc., Oulahan, Richard V.: What Business May Expect of CongressDoc.,	Pa	
Haritage of the Machine; by W. H. PastallFeb.,	p.	47	Our Cities Arm to War on Unemployment; by Ralph Bradford		80
May, Earl Chapins They Can Sell but They Die Broke	p.		Our Rext Job is to Learn to Sell; by Edward S. Jordansept, Our Railroads in the Next Ten Years; by Claude R. PorterJan.,		
McCrea, Pauls Socializing the Shoe StringJune,	p.	17	Our Respects to Senator Cousens; Bittorial	Po	13
McGarrah, Ontes W.s Balance Wheel of World Credit	P.	23		he	20
McGarry, William A.: Anthracite Coal Has a New Grip on LifeMar., McGarry, William A.: Plans that Whipped DepressionJan.,			Buyers Specify His Products; by Fred W. Shibley	p.	59
McGarry, William A.s Truck Shows What it Can DoApril, McKee, Olivers Textiles Cooperate in ResearchOct.,	p.	114	Faithand Works.; Editorial by Marle Thorpe		9
Measure of Leadership; Editorial by Morle Thorpe			What of the Surplus Beaf? Editorialllov.,	p.	16
MAT			Overselling the Public; Editorial	p.	67
What of the Surplus Beef? Editorial		16	Owen, William E.: Putting Workers' Ideas to Work	p.	40
Merchant's Long Look Ahead; by John H. Heiney		76	P		
MENCHANT MARINE			Pacific Business Mem to NestApril,	p.	126
"Fleasure Marine" Weighs Anchor; by J. Howard TeaganAug.,	p.	54	Packers as Wholesalers; EditorialPab., Palmer, C. R.: State Your Price and Mean ItJune,		
WEIGHS Help for Railroads and Business; EditorialFeb.,		11	Panacea for Thick Sandwiches; EditorialJuly,		
	he	44			
Jewels and Noble Metals in Overalls; by John BrakeOct.,	p.	56	PANICS Business has Always had its Ups and Downs; by John E. Rovensky.July,	p'e	34
New Buildings Arrayed in Shining Armor; by Gerald WendtFeb., Ellestone in American BusinessJuly;	p.	26	PAPER		
Wilitary Service Was My Best Investment; by Aaron Hardy UlmJuly,	p.	24	Keeping Workers in a Wilderness; by Art Brown		
Miller, Justus: We Learn what Tourists WantOct.,	Pe	96	Parsons, Charles L.: Science Never Waits on Politics		
Canada's Mining Progress; by James MontagnesJune,	p.	96	PATERNALISM		
Modernised "General Store"; Editorial	P.	16	Aunty Sam; by Lawrence Sullivan	Po Po	27
Montagnes, James: Arctic Air Mail	p.	96 96	Taxes and Rompers; Editorial	p.	
Montagnes, James: Canada's Mining ProgressJune, Moomaw, B. C., Jr.: Flanning Ahead Wins an IndustryMay,		128	Patient Wants to Get Well; Editorial	p.	13
Moore, R. Carl: Consumer Looks at Retailers		12	Paull, Charles 5.: When a Business Man Turns Banker		
Morrill, Albert H.: Taxes Threaten Retail GrowthJuly, Morris, George: You are Expected to Avoid Payment of TaxesMar.,	P.	46 E0	PENS ZONS		
	7.	-	Danger We Face in Pensions; by Gustavus A. WeberDec., Military Service was my Best Investment; by Asron Hardy UlmJuly,		
Now "Miniature" Makes its Bow; by Peter B. B. Andrews			Problems in Insurance; EditorialJune,	p.	14
Motor Industry Grows in CanadaJune,	p.	150	Record on Pension Laws; EditorialJuly, We Keep Gray Heads on the Job; by William B. MunroeMar.,	P.	72
MOTOR TRANSPORT	_	16	People Do Read Advertising; EditorialJulys	P.	14
Spanish Lesson-Not Needed; Editorial Truck Shows What it Can Do; by William A. McGarryApril,	P.	114	PERSONNEL TRAINING		
Move to Aid Gredit; Editorial		13	Training MechanicsOct.s Pessimism in Depressions; EditorialDec.s		
Maller, Charles G.: New Ideas Open an Orange Markethiny,	p.	58	PETROLAUM		
MUNICIPAL GOVERNMENT			Friend or Enemy? EditorialSept.,		
We Pay too Much for City Government; by Lawrence SullivanNov,	pe	72	Oasoline Prepares for Tomorrow. by Harrison E. HoweMar., (See also Oil)		
Murphey, Douglas J.: Color is Coming in Men's WearJuly,	p.	67	Physicians' IncomesOct.; Pierce, Carroll: Why Alexandria Sold the City Gas PlantJan.,		
Muscle Shoals Dependability; EditorialJune,	n.	14	PIPELINES	-	
N	p.	24	New Rival for the Railroads; by Curtis Hodges	p.	33
MACOS, Milestone in American BusinessJuly,		76	PITTSBURGH		
MAGOS Members Gather in Toledo	p.	82	Three Cities Seat Unemployment		
New Courage for Salesmanship; by John D. Blains	p.	80	PLANS	*	
New Duty of Government? BiltorialOct.,	p.	13	Britain's Business Plans a Way Out; by Paul H. HaywardAug,		
New England is Heard From; Editorial	p.	14 58	Come-Back or Bring-Back? Editorial by Merle ThorpeJuly, Depression, Mother of Opportunity; by Edward S. JordanDec.,	P.	11 46
New "Miniature" Makes Its Bow; by Peter B. B. Andrews	p.	33	Helping the Man and the City, Too; by William H. BookSept, Our Cities Arm to War on Unemployment; by Ralph BradfordNov.,		31
New Things in Rubber; Editorial	p.	14	Plan that Made a State a Team; by H.E.O. Whitman	p.	33
New Things the Exporter Faces; by E. L. Bacher	p.	64	Platform of Business; Editorial	F.	15
NEWS			Rain of Plane; by Warren Bishop		
Gopher Prairie Please Copy; EditorialJune, To the Credit of Business; EditorialFeb.,	P.	161	Twelve-Plank Platform for American Business; by Julius H. BarnesNov.,	De	15
News of Organized Business; by Willard L. Hammer Jan., p.80; Feb.,	P.	103	Why Backs by Norwal A. Hawkins	P.	17
Next Month	Pe	31	Planning Alend for Unemployment	p.	128
July, p. 50; Aug, p. 88; Sept, Oct., p. 64; Nov, p. 28; Dec.,	p.	38	Planning Susiness Stability	P.	56 15
No Money in Selling Too Much; by Paul T. CheringtonApril, Newinations for the "Gallery of Popular Fallacies," by Marle ThorpeOct.,	p.	31	Platform of Business; Editorial	P.	15
MORTH CAROLINA	P.a.	20	Plight of the Dole; EditorialFeb.,	p.	13
How North Carolina Cut Its Costs; by O. Max GardnerOct.,	p.	31	Plight of the Bailways; Editorial	Po	7.0

How No Telepi

POLITICS					SLI
Mensure of Leadership; Mittorial by Merle Thorpe			Machine's New Threats to Lusic; by Raymond F. YatesAug.,	P. 1	
Popular Fallacies of Business; by Charles DunnDec.,			Textiles Cooperate in Research; by Oliver McKeeOct.,	P. 11	6 310
POPULATION			Retailers Who Won't be Helped; by John H. HeineyJune,	P. 1	Section Contracts
Fermont of Population; BittorialFeb.,			RETAIL SELLING		Section Sectio
Porter, Claude R.: Our Railroads in the Next Ten YearsJan.,	P.	20	Another Small Grocer Survives: by William Boyd GraigApril, Consumer Looks at Retailers; by R. Carl MooreMay,		
FOST OFFICE			Keeping Step with Business Changes; by Edwin C. Hill	p. 1	9 800
Air Mail on a Mileago Basis; Editorial			Modernized "General Store"; EditorialJume, Ocean Flights Point a Style Moral; by R. H. GrahamJan.,	P. 1	
Why the Post Office Loses Money; by Curtis HodgesMar., Powell, J. S.: Chinese Mail Heeds Chinese StampsMar.,			On What Days do we Buy? Editorial April,	p. 1	
Powers, Marsh K.: Your Business Faces Three CompetitionsJune,	p.	24	Retailers Who Won't Be Helped; by John H. HeinayJune,		8
PRICES			Retailing Needs Better Brains; by Walter Hoving	p. 1	13
I Make Money Being Hard-Boiled; by Art BrownJune,		58	Sales Tax the Case Against It; by Channing E. Sweitzer Feb., Small Town Merchant Can Survive; by Marc N. Goodnow		10 200
Price Control and Prices; EditorialJune,		16	Something New in Shopping Centers; by A. C. CogswellJune,		Sol Som
Price Mintenance is too Expensive; Editorial	Po	14	Tell the Public About Costs; EditorialApril, Throwing Light on the Sales Tax; by Samuel W. ReyburnMay,	p.	6 Som
Some Aspects of Price-Cutting; by Charles F. AbbottJune, Some Factors in Wages and Prices; EditorialApril,			Villages are Dying and Who Cares? by John CarlyleJan.,	P. 1	3 500
Spend, Says a Savings Bank; Editorial	Pe	14	Who of the Ten-Cent Item; by Clyde B. DavisApril, Tho Buyst You, Your Wife, or Both? by William Boyd Craig May,		5 Sen
State Your Price and Mean It; by C. R. PalmerJune, Time to Go Shopping; EditorialMar.,			(See also Chain Stores)		Seat
Two Phases of Price-Cutting; Editorial	p.	16	Retailing Needs Better Brains; by Walter Hoving		Sma.
Wisdom Point in Buying; EditorialJan., Printers' Case Against Uncle Sam; by R. B. Howard		142	Return to Barter, EditorialOct.,	Pa :	14 5,000
Problems in Insurance; EditorialJune,			Revision in Bonus Payments; Editorial	Po .	6
Problems of the Pound; Editorialllov.,	he	7.8	Reyburn, Samuel W.s Throwing Light on the Sales Tax	p.	33 shar
PROCTER AND GALTELE		10	Ripley, Charles M. & American Progress Depends on MinutesMay,	p.	STAN
Solving the Unemployment Riddle; by Herbert CoreyApril,	p.	14	Rittase, William M.: Lime Kilns, photographAug., Roberts, George E.: Fallacy: "Business Leaders are to Blame"Oct.,	p.	16
PROFITS		-			Stat
Converting Waste into Net Profits; by Edwin P. NorwoodJay, How to Divide the Surplus? EditorialJan.,			ROBOT Self-Respect Restored; EditorialApril,	p.	15
Plans that Whipped Depression; by William A. McGarryJan.,					STAN
POORES			Planning Ahead for UnemploymentApril,	p. 1	04
American Progress Depends on Minutes; by Charles M. Ripleylky,					STAN
Progress Through Patience; Editorial by Merle ThorpeDec.,	p.	11	ROCKEFELLER, JOHN D. Man Who Saved an Industry; by Willis J. BallingerApril,	p.	Star
Progress of Flood Control; by Paul H. HaywardAug.,	p.	40	Rorty, Malcolm C.: How Shall Directors be Chosent	P.	23 Star
PROSPERITY	_	44	Rovensky, John E.: Business Has Always Had its Ups and DownsJuly,	p.	34 Star
Can Farmers and City Men Both Prosper? by T. N. CarverMar., Cure for Prosperity; Editorial		14	RURSER		Stat
These New Ideas Promise a New Prosperity; by Raymond Willoughby.Aug.,	p.	17	New Things in Rubber; EditorialApril,		M Stei
Prosperity in the Making; Editorial by Merle ThorpeAug., Protecting Assets you Can't Insure; by Franklin H. WentworthSept.,		42	Rubber, a Crop with Possibilities; by W. M. JardineJan., Rukeyser, Merryle Stanley: What Wall Street is Talking AboutJan.,	p. 1	15 Step
Psychology of Depression; EditorialJan. ,	Po	11	Feb, p.139; Mar, p. 143; Apr, p. 145; May, p. 145; June, p. 143; July,	p. 1	05
Public Enemies Up-to-Date; EditorialAug.,	p.	13	Aug, p. 105; Sept, p. 117; Oct, p. 117; Nov., p. 105; Dec.,	p.	as SLOC
PUBLIC UTILITIES			RUSSIA		
Car Lines Face a Changing World; by John H. Hanna		39	"Chained" Money of Russia; by Col. Clarence T. StarrOct., Dead Hand Holds Russia Back; by Col. Clarence T. StarrAug.,		
Lighting New York Tomorrow; by Herbert Corey	P.	21	Don't Worry about the Five-Year Plan; by Col. Clarence T. Starr.July,	Pa	21
Selling a Public Liability for a Cash Consideration			Worker's Lot in Soviet Russia; by Col. Clarence T. StarrSept.,	p.	
What Higher Utility Taxes Mean to the Public; by Raymond .	be	44.0	S		Stray
Willoughby May,			Sail-Plane's Place in Aviation; by Raymond WilloughbyApril,	n.	97
Thy Alexandria Sold the City One Plant; by Carroll PierceJan.,	ħ.	20	DOLL-FLORD O FLORD AN AVENUADING BY INSTRUMENT MALLONGINGS CONTROL CON	P.	STYL
PUBLICITY 1001 Support	_	177	SALARY Earning a Salary in Six Figures; by Edward HungerfordApril,	n.	
Lobby we all SupportJuny, Pulling Rabbits out of the Hat; Editorial by Marle ThorpeJune,			Some Bonus Pros and Cons; Editorial Bay,	p.	
Putting Workers' Ideas to Work; by William E. OwenOct.,	p.	48	Sales-Taxthe Case Against It; by Channing E. SweitzerFeb.,	Po	44
0			SALESMANSHIP		SUGAS
		20	Give Little Successes a Chance; by Ray Giles		40
Question of Wages; Editorial	Pe	13	New Courage for Salesmanship; by John D. BlaineApril,		Suiti
RACKETS			Salesmen Who Can't Sell Goods to me; by Frank J. Taylor Oct.,	P.	II Sulli
Business Can Whip the Racketeer; by Bruce SmithApril, Raiding the Breakfast Table; EditorialAug.,			They Can Sell but They Die Broke; by Earl Chapin MayAug., Same Spooks Haunt Every Panic; by John W. Love	p.	24 Sweit
	200	24	Sargent, Fred W.: Economic Freedom's MenaceJuly,		II Synth
RAHADADS Cities Must Give Railroads a Fair Break; by H. Van R. ChaseApril,	75.	52	SAVINGS		
Marning a Salary in Six Figures; by Edward Hungerford	p.	37	Geography of Savings; EditorialFeb.,	p.	Il Bagl
Freight-Rate Issue; by Richard WatermanJuly, Gopher Prairie Flease Copy; EditorialJune,		38	Spend, Says a Savings Bank; EditorialOct.,	P.	II TARIF
Help for Railroads and Business; EditorialFeb.,	p.	11	There's Still Money Left; Editorial	·P.	DI ZANLEY
New Rival for the Railroads; by Curtis HodgesFeb., On Politics in Railroads; EditorialJune,	p.	33	Saving on Family FoodDec.,	P.	9 1
Our Railroads in the Next Ten Years; by Claude R. PorterJan.,	Po	20	SCHWAB, CHARLES M.		TAXES
Plight of the Railways; Editorial	po	14	Adventurer of Industry; EditorialJan.,	p.	1 (
Railroads go Air-Minded; by Lawrence G. King	Pe	29 15	SCIENCE		
Taxes that Cut Price; EditorialJan.,	p.	14	Gasoline Prepares for Tomorrow; by Harrison E. Howe		1
Threat to the Railroads; Editorial	P.	126	New Buildings Arrayed in Shining Armor; by Gerald WendtFeb., New Things the Chemists Offer; by H. E. HoweJuly,		24 2 41 1
Uses of Adversity; EditorialJunes	p.	16	Raiding the Breakfast Table; Editorial	Po	11 1
Why Not Free the Railroads; Editorial,Jan., (See also Freight)	Po	14	Scientific Business Needed; Editorial	p.	11 A 51 2
Rain of Plans; by Warren BishopAug.,	p.	35	Science Pays Profits on this Farm; by O. M. Kile	p.	等 - 8
RANCHES			Scientific Business Needed; EditorialOct., Scully, C. Alison; Guarding Your Business from DeathOct.,	p.	11 2
Cattle Range Goes Modern; by Joseph Martin Dawson	p.	62	Search for New Taxes; Editorial	p.	14 7
Rastall, W. H.s Heritage of the MachineFeb., Real Relief by the Railroads; Editoriallky,	p.	47	Self-Respect Restored; EditorialApril,		7
Record on Pension Laws; EditorialJuly,	P.	15	Selig, Lester N.: Changing Maps with Tank CarsSept, Selling a Public Liability for a Cash ConsiderationMay,	p.	d T
RECREATION			Shafer, Chet: In the Days Before the DepressionSept,		21 1
Festivities in America, Too; Editorial		15	SHERMAN ACT		
"Pleasure Marine" Weighe Anchor; by J. Howard TenganAug.,	p.	54	Are Our Antitrust Laws out of Date? by Silas H. Strawn		
Sound Investments in Play; by Milliam Inglis	p.	40	Shibley, Fred W.: Buyers Specify his Products		T Y
Recreation and Current ProblemsPeb.,	p.	126	Simonds, Alvan T.: Business is Afraid of the TruthApril,	Pe	Mylor
RED CHOSS			Since Last we Met Jan., p. 18; Feb., p. 18; Mar.,	p.	Teagan
Disaster Relief is Good Business; by Wellington Brink	p.	55	Apr., p. 58; Mmy, p. 74; June, p. 65; July, Aug., p. 82; Sept, p. 56; Oct., p. 62; Nov.,	p.	9
Efficiency in Drought Relief; EditorialDec.,	P.	14	6000 Years of Business Experience; by Willard L. Hammer	p. 1	TELEPHI
Replacing Blighted Chestnut Trees; by John L. Coonts.		141	Signs of Spring; Editorial by Merle Thorpe	p.	H.

		SLOAN, MATTHEW		0%	Tell the Public About Costs; EditorialAprile	p.	16
- 93	1	Lighting New York Tomorrow; by Herbert Corey	p.		TERRESSEE		
· 126	1	call Industry Still Has a Place; by Ralph BradfordApril,			Fewer Counties to Save Lioney; Editorial	p.	12
		mith, Bruce, : Business Can Whip the RacketeerApril, saith, Robert: How Business Builds Its PlatformJume,	p.		TEATILES		196
- 107			p.	8.7	Textiles Cooperate in Research; by Oliver McKeeOct.,	p.	700
. 39		American Individualism Triumphant; by John Spargo	p.	24	THEATER Business Non Killed the Theater; by Fred E. Dayton	p.	96
· 16		Back to our First Plans; Editorial		13	Their Names Made News	P.	42
• 15		Paracea for Efficiency; Editorial	P.	14	Aug., p. 37; Seyt, p. 30; Nov.,	p.	36
98		Public Enemies Up-to-Date; Editorial		13		p.	14
p. 29		What Brought England to Her Knees; by Sir Ernest J. P. BennDec.,	p.	25	They Can Sell but They Die Broke; by Earl Chapin May	p.	28
P. 26	0	Socializing the Shoe String; by Paul McCrea	p.	17	and and a soul among the first of manner of any and any	p.	90
p. 6		Some Aspects of Price-Cutting; by Charles F. AbbottJune, Some Bonus Pros and Cons; EditorialMay,		52	This Month's Cover 6; Feb.,p. 6; Mar.,	p.	6
p. 3:		Some Factors in Wages and Prices; Editorial	p.	13	Thorpe, Merles Bureaueracy and Farm Banking	p.	45
p. 8		Some Ideas of Business Statesmen; Editorial			The first control to the control of	p.	11
p. 3	1	Sound Investments in Play; by William Inglis	p.	45	Thorpe, Merles Democracy on Trial; Editorial	p.	11
p. 3 p. 2		Spargo, Johns American Individualism Triumphant	p.	24	Thorpe, Merles Measure of Leadership; Editorial	p.	11
p. 1	6	PECULATION				P.	
p. 1 p. 1	5	Anateurs in the Stock Market		70	Thorpe, Merles Prosperity in the Making; Editorial	P.	11
p. 3 p. 4	1		he		Thorpe, Merle: Signs of Spring; Editorial	p.	11
p. 3	2	STABILIZATION Solving the Unemployment Riddle; by Herbert Corey	p.	17	Thorpe, Merles Warning! Quack Remedies Aband! Enitorial	p.	11
p. 1	6	Through the Editor's Space	p.	6	Threat to the Railroads; EditorialJan.,	p.	14
	. /		h.	Twa	Through the Editor's Specs		145
p. :		STANDARD OF LIVING Revolution in Ways to Live; Editorial	De	15	Mar., p. 159; Agr., p. 6; May, p. 6; June, p. 6; July, Aug., p. 6; Sept, p. 6; Oct, p. 6; Nov., p. 6; Dec.,		
p. 1	04	STANDARDIZATION AND SIMPLIFICATION					
	1	Economies of a Grandfather; EditorialSept.,			TIME		
p.	21	Starr, Col. Clarence T.: "Chained" Money of Russia		37	American Progress Depends on Minutes; by Charles M. RipleyMay, 1,100 Workers Pursue Accuracy; by Herbert CoreyJune,	p.	48
p.	23	Starr, Col. Clarence T.: Don't Worry About the Five-Year PlanJuly,	p.	27	Time to go Shopping; Editorial	P.	12
h.	-	Starr, Col. Clarence T.: Worker's Lot in Soviet RussiaSept, State Your Price and Mean It; by C. R. PalmerJune,	p.	36 56	To Nationalise all Banks; Editorial		
p.	34	Statement of OwnershipJune, Steinman, Dr. D. B.: Suiting our Bridges to the TimesJune,	p.	160	To the Credit of Business; EditorialFeb., To the Editor	Po	14
p. p. 1	21	Stephenson, Rome C.: Unit Bank is Not Doomed	p.	47	To Utopia by Lawmking; EditorialJan.,	p.	13
P. 1	.05	Stepping-Stone to World Trade; by F. A. Collins	p.	58	Today's Challenge to Business Men; by William KixmillerCct., Topics from the Trade Press; by Paul H. HaywardFeb., p. 106; Mar.,	p.	
p.	95	Majority is Always Wrong in the Market; by Fred C. KellyFeb.,	n -	20			-
p.	29	(See also Investment Trusts; Speculation; Stockholders)	2.		TRADE ASSOCIATIONS Geography of Savings; EditorialPeb.,	p.	11
p.	25	STOCKHOLDERS			Fifth Avenue Assn. of New York; News		
P.	36	Can Stockholders Get a Fair Deal? by Mark WolffJune, That Wall Street is Talking About; by Merryle Stanley RukeyserMay,			National Association of Life Underwriters: NewsJan.,		
		Strawn, Silas H.: Are Our Antitrust Laws out of Date?lky,	p.	32	National Canners Associations Economics of Can Openers; EditorialApril,	p.	14
		Strawn, Silas H.: Chicago Teaches a Tax LessonFeb,	po	29	National Recreational Associations Recreation and Current ProblemsFeb.,	n.	126
p.	97	Fashion Knows Where She is Going; by Paul H. Nystrom	n .	40	New England Councils NewsJane,		
p.	31	Ocean Flights Point a Style Moral; by R. H. GrahamJan.,		31	New York Credit Men's Association: Credit Groupe a New Technique; by Raymond HoughFeb.,		
p.	14	SUCCESS IN BUSINESS			Ohio State Council of Retail Merchants: NewsJan.,	p.	84
p.	44	Typically American? EditorialSept,	p.	16	TRADE ASSOCIATIONS GENERAL Converts Needed for Cooperation; Editorial		**
p.	60	SUGAR			Making Business Help Itself; EditorialApril,		
p.	31	To Put Sugar on New Jobs; EditorialFeb., Suiting Our Bridges to the Times; by Dr. D. B. SteinmanJune,			TRAFFIC		
p.	80 92	Sullivan, Lawrence: Aunty Sam			Making the Highway Safe for Traffic; by A. B. Barber		
p.	28	Switzer, Channing: Sales Tax the Case Against It	p.	44		y.	440
p. P.	27	Synthetic Consumption; Editorialhiar.,	p.	11	TRANSPORTATION Car Lines Face a Changing World; by John H. Hanna	De	45
		T			(See also Automotive Industry; Aviation; Bridges; Merchant	-	
p.	1	Magled Web We Weave; EditorialAug.,	p.	14	Marine; Pipelines; Public Utilities, Railroads) Transporting Fish by Airplane	p.	112
p.	16	TARIFY			TRAVEL		
p.	30 /	Help for International Trade; EditorialJuly, Listening to Business at Last; EditorialDec.,			We Learn What Tourists Want; by Justus MillerOct.,		98
. 2.		TARES	2.		Why Americans Leave Home; by Albert S. CrockettJume, Tree Farmer Gets a Chance; by W. B. GreeleySept.,	Po	43
, p.	11	Chicago Teaches a Tax Lesson; by Silas H. StrawnFeb.,	p.	29	Trespassing on States Rights; Editorial		
		Consumer Pays the Tax; EditorialJuly, Cut Government Expenses; EditorialJuly,		13	Trucks Don't Worry this Railroad; by Wilton Fisher	P.	126
, po	35	Fewer Counties to Save Money; EditorialJan.,	p.	12	Turning Kilowatts into Votes; by Matthew S. SloanJune, Twelve-Plank Platform for American Business; by Julius H. BarnesNov.,		21
p.	41	High Cost of Government; Editorial		15	Two Phases of Price Cutting; Editorial		16
p P.	16 1	How North Carolina Cut Its Costs; by O. Max GardnerOct.,	Pe	31	Typically American? Editorialept,		
po po	50	More and More Gas Taxes; EditorialFeb., Sales Taxthe Case Against It; by Channing E. SweitzerFeb.,			11		
p po	15	Search for New Taxes; Editorial	p.	33	Ulm, Aaron Hardy: Military Service Was My Best InvestmentJuly,		. 24
, Pe	112	Taxes and Rompers; EditorialNov.,	p.	14	Unemployment that's Heard From; Editorial	P.	12
Pe		Taxes that Cut Twice; EditorialJan., Taxes Threaten Retail Growth; by Albert H. MorrillJuly,	p.	14	Unit Bank is Not Doomed; by Rome C. Stephenson		
p p		Taxless Town of Alstead; Editorial		16		-	-
, Pe	-201	We Pay Too Much for City Government; by Lawrence Sullivan	p.	24	V		
	1	That Business May Expect of Congress; by Richard V. OulahanDec., That Higher Utility Taxes Mean to the Public; by Raymond C.	p.	17	VANDERBILT, WILLIAM H. Young Vanderbilt's Start	p.	304
o P		Willoughby May,	p.	50	Vast Task of Insurance; EditorialFeb.,	P.	14
, P	- 31	That of the Gasoline Vote? EditorialJuly, You are Expected to Avoid Payment of Taxes; by George MorrisMar.,	p.	20	Villages are Dyingand Who Cares? by John CarlyleJan., Virtues of a Capitalist; EditorialJuly,		
, p		Aylor, Frank J.s Salesmen Who Can't Sell Goods to meOct., Imgan, J. Howards "Pleasure Marine" Weighs AnchorAug.,	p.	54	Vote on Water Power! EditorialPeb.,		
P P	- 31	Tamork can Help Farm Credit; by Eric EnglundFeb.,	p.	3€	W		
, P	10	TREPHONE			WAGES		
l, p	1	How Not to Operate the Telephone; by W. O. Inglis			Capitalistic System of Wages; Editorial		
	-						- 54

Let's Don't Speak of Wages; Editorial			When a Business Man Turns Banker; by Charles S. PaullSept.,		
Let's Talk Frankly About Mages; by E. J. KulasOct.,			When All Steaks Become Tender; Editorial		
News of Organized Business; by Willard L. HammerJun.,			When Brands Face Falling Prices; by L. D. H. WeldJan.,		
Question of Wages; Mitorial			Where American Business Stood at Mid-yearSept.,		
Some Factors in Wages and Prices; EditorialApril,		13	Where Business Will MestJan., p. 80; Feb., p. 103; Mar.,		
Wage Based on Living Costs; Editorial	D*	11	Apr., p. 70; May, p.156; June, p. 156; July,	Pe	1
Wage Bonus Plan that Works; by D. W. Oriatt	p.	69	Sept, p.122; Oct., p.118; Nov., p. 108; Dec.,	P.	Ш
Wages and Living Standards; StitorialJuly,		14	Which Was the First Chamber? Editorial		
Waiting for a Sign; Editorial by Merle ThorpeOct.,		11	Whitman, H.E.O.: Plan that Made a State a Telm	D.	119
Wake of the Ten-Cent Items by Clyde B. DavisApril,			Who Buys? You, Your Wife, or Both? by William Boyd Craig		
*Ware Friendly Uncle Sam: Mittorial	P.	16	Who Needs Traffic Management, by Richard Waterman		
Warming! Qunck Remedies Ahead!; Editorial by Merle Thorps	p.	9	1	-	а
N. Ann.			WHOLESALING		
HASTE		40	Packers as Wholesalers; EditorialFeb.,		
Converting Waste into Net Profits; by Rdwin P. Norwoodlky,	p.	44	Why Alexandria Sold the City Gas Flant; by Carroll PierceJan.,		
			Why All the Mystery About Advertising? by Kenneth GroesbeckOct.,		
WATERPOORE			Why Americans Leave Home; by Albert S. CrockettJune,	P.	118
Muscle Shoals Dependability; EditorialJume,			Why Not Free the Railroads; EditorialJan.,		
Nows			"Why" of Private Brands; by Willoughby M. McCormick		
Trespassing on States Rights; Editorial		14	Why One Man Buys Now; EditorialJan,,	P.	13
Vote on Water Power; MittorialFeb.,		13	Why the Post Office Loses Money; by Curtis Hodges	p.	III.
Waterman, Richards Freight-Bate IssueJuly,	P.	38	Willoughby, Raymonds Are Your Products Dressed Right?	D.	113
Waterman, Richards Who Needs Traffic Management?		51	Willoughby, Raymonds Change the Great Competitor		
Way Back; by Horval A. HawkinsJuly,	Pe	17	Willoughby, R. C.: Clinic for the World's BusinessJuly,	D.	113
We Keep Gray Heads on the Jobs by William B. Manroe	Po	72	Willoughby, Raymonds FallaciesOct.,		
We Learn What Tourists Want; by Justus Miller	p.	98	Willoughby, Raymond; Sail-Plane's Place in Aviation		
We Pay Too Much for City Government; by Lawrence Sullivan	P.	24	Willoughby, Raymond: These New Ideas Promise a New Prosperity Aug.,		
Weber, Custavus A.s Danger We Face in Pensions	Pe	31	Willoughby, Raymond C. s What Higher Utility Taxes Mean to the		П
Weld, L. D. H. & When Brands Face Falling Prices	P.	35	Publiclky,	n.	
Wendt, Gerald: New Building Arrayed in Shining ArmorFeb.,	p.	27	Wilson, Lloyd B.s Telephone's New Aid to BusinessOct,		
Wendt, Geralds Our Never Ending War on Friction		80	Wisdom Point in Buying; EditorialJan.,		
Westworth, Franklin H.s Protecting Assets you Can't Insure Sept,			Wolff, Mark; Can Stockholders Get a Fair Deal?June,		
.,			Woods, H. F. Jr.: Autogiro Now Claims a PlaceAug.,		
WEST VIRGINIA			months us as as a month of or	P.	П
Tax Dollars can Buy Full Value; by Herbert CoreySept.,	p.	33	WOOL		
What Brought England to Her Knees; by Sir Ernest J.P.BennDec.,			Wan in the Blue Serge Suit; by Herbert Corey	-	
What Business May Expect of Congress; oy Richard V. OulahanDec.,			Worker's Lot in Soviet Russia; by Col. Clarence T. StarrSept.,		
That Higher Utility Taxes Mean to the Public; by Raymond C.			Working for Better Times; EditorialJune,		
Willoughby	D.	50	southful ton become tress serventserververververververververververververve	P.	
What I've Been Rending; by William FeatherJanes		57	"WORLD" THE		
Feb., p. 80; Mar., p. 80; Apr., p. 84; May, p. 84; June,		84	To the Credit of Business; EditorialFeb.,	3	
July, p. 82; Aug., p. 85; Sept, p. 80; Oct, p. 78; Nov.,		88	World Depends on America; by Leo Pasvolsky		
What Rind of Boss Are You!		21	World is Feeling Better; Editorial		
What Kind of Selling is Wrong; Editorial					
What of the Gasoline Vote? EditorialJuly,			World Wars on Unemployment; by Paul McCreaSept,	Po	ш
What of the Surplus Beef? Editorialliov.,			V		
What Wall Street is Talking About; by Merryle Stanley	P.		X		
RukeyserJan., p. 115; Feb.,	n.	139			п
Mar., p. 143; Apr., p. 145; May, p. 145; June, p. 143; July,			"X" in the Building Trade; EditorialJan.,	Po	118
Aug., p. 105; Sept, p. 117; Oct, p. 117; Nov., p. 105; Dec.,			V		
worded he rook makes he rrul ones he rrul moses he rook meets	he	30	, ,		
WHAT			Yates, Raymond F.: Machine's New Threats to Music,Aug.,	n	
End to Hampered Trade? EditorialJuly,	Pe	15	You are Expected to Avoid Payment of Taxes; by George MorrisMar.,	P.	
High Cost Wheat Growers; EditorialJune,			Your Business Faces Three Competitions; by Marsh K. PowersJune,	he	
New Cures New Hopes; Editorial			Yours Received and Contents Noted	P.	
What Kind of Selling is Wrong; Editorial			TORE OF THE OUTSTREE BUTTON OF THE PROPERTY OF	P.	1

